

Note for Robinson, Yvette

From: Johnson, Bert
Date: Mon, Mar 24, 1997 12:12 PM
Subject: Wheel Game/Demo. Profile
To: Robinson, Yvette

Yvette:

Make sure you received the following Wheel Game components:

Shipment #1: One complete Wheel with all hardware.

Shipment #2: One set of hardware without a Wheel.

Regarding the Demographics Profile and Objectives, thanks for acting on it. Also, please inform Russell that the reason you need the information is to put safeguards into place to ensure an effective CB&H program this year. You also need the information to provide you with a separate breakdown on African-Americans (sex, age, median age, income, education, etc.). If possible, it would be nice if we could also receive a complete copy of the July 1996 Smoker Tracking12MM Report. Question: What is Nielsen A, B, C, D?

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